GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:869
ANSWERED ON:27.07.2001
REVENUE EARNED BY DOORDARSHAN
BHARTRUHARI MAHTAB;MOHAN RAWALE

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the target fixed and actual revenue earned by different AIR Doordarshan Kendra during 2000- 2001

(b) whether there was any decrease in the revenue in some major Kendra, in comparison to 1999-2000;

(c) if so, the details thereof alongwith the reasons therefor; and

(d) the steps taken by the Government to increase the income of these Kendras?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) & (b): The details of target fixed and revenue earned by AIR stations and Doordarshan Kendras during 2000-01 are enclosed in annexure I & II, respectively.

(c) While the total revenue earned by Doordarshan has increased from Rs 597.19 croresin 1999-2000 to Rs. 637.51 crores in 2000-01, the revenue earned by AIR decreased from Rs 80.84 crores to Rs. 73.90 crores during the corresponding period. Prasar Bharati has informed that this shortfall/decrease in revenue of AIR is mainly attributed to increase in competition from TV Channels

(d): Prasar Bharati has informed that they have initiated a number of steps, within the parameters of Public Broadcaster, to increase its revenue generation. The steps include adopting a proactive and market friendly approach towards producer, advertiser, advertising agencies and sponsoring bodies, functional autonomy to regional centers with regard to commercial matters, establishment of an in-house Marketing Wing in Mumbai to ensure effective marketing of programmes, etc.

Annexure −I

Annexure- I referred to in reply to parts (a) & (b) of Lok Sabha Unstarred Question No. 869 for answer on 27.07.2001.

DETAILS OF REVENUE FIGURES OF ALL INDIA RADIO

(Rupees in crores)

S. No.	Name of Station	Revenue for 2000-01	Revenue earned during 99-2000	Target fixed Achieved
1.	Ahmedabad	1.40	0.95	2.60
2.	Bangalore	3.00	1.61	2.69
3.	Bhopal	2.50	1.92	2.49
4.	Chandigarh	1.20	0.76	0.35
5.	Chennai	6.50	4.95	8.11
6.	Cuttack	0.75	0.42	0.77
7	Delhi	8.75	10.72	13.84

8. Hyderabad 5.50 1.97 5.98

9. Jaipur 1.50 0.98 1.62
10. Kolkata 3.30 3.71 5.13
11. Kanpur 4.50 3.17 5.20
12. Mumbai 7.00 7.36 10.45
13. Patna 2.30 1.64 1.95
14. Srinagar 0.40 0.33 0.35
15. Trivandrum 5.00 3.69 4.68
16. Central Sales Unit 55.24 29.72 14.03

Total 108.84 73.90 80.84

Annexure-II referred to in reply to parts (a) & (b) of Lok Sabha Unstarred Question No. 869 for answer on 27.07.2001.

DETAILS OF REVENUE EARNED BY DOORDARSHAN

(RUPEES IN CRORES)

S. No. Revenue earning Kendras Revenue for Revenue earned Target fixed
2000-01 during 99-2000 Achieved

1. Central Sales

(National Network, DD-II/ Metro,
DD-Sports, DD-International) 346.00 519.59 454.82

2. Delhi 15.00 6.72 8.11

3. Ahmedabad 10.00 3.80 2.89

4. Bangalore 40.00 8.43 16.76

5. Bhopal, Raipur 4.00 1.70 1.49
6. Bhubaneswar 2.10 2.73 1.83

7 Kolkata 40.00 29.92 25.84

8. Guwahati 2.00 1.58 1.07

9. Hyderabad 25.00 12.87 19.44
10. Jaipur 3.00 1.93 1.70
11. Jalandhar 7.00 4.73 4.30
12. Lucknow, Gorakhpur 6.00 3.40 4.29
13 Mumbai, Nagpur 50.00 14.35 14.76
14. Patna, Muzaffarpur 0.00 1.84 0.86
15. Chennai 50.00 7.20 18.52
16. Trivandrum 25.00 16.24 20.17
17. Srinagar, Jammu 0.00 0.43 0.33
18. Goa 0.00 0.03 0.01
19. Pondicherry 0.00 0.02 0.00

Total 625.10 637.51 597.19